

# **Los Angeles County HIV Perinatal Promotora Outreach Program.**

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for State Prevention Grantees  
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**Office of AIDS Programs and Policy  
Los Angeles County Department of Health Services**



# Program Overview

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## Project Goals:

- To evaluate the effectiveness of a social marketing campaign to increase HIV counseling and testing and linkages to treatment among women in Los Angeles County.
- To integrate outreach activities with *Promotora* programs to serve a minimum of 500 women who are at risk for HIV, late in getting or without prenatal care, immigrants and substance users in public and community settings.



# Key Outreach Settings

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- SPAs and Los Angeles County perinatal clinics where HIV counseling and testing offering and acceptance rates are low.
- Public health facilities that provide care for HIV positive pregnant women.
- OBGYNs in private practice where mediCal is accepted.
- DREX sites.
- Settings familiar to the target population.



# Type of Interventions

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## ❑ Promotora Outreach Model

- The East Los Angeles Women's Center-a community promotora lead program.
- The Harbor Community Health Center-Sister's Plus program-A community agency targeting drug addicted and HIV positive women.



# Unique Strengths

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- Promotoras increase long-term behavior change.
- Promotoras increase HIV testing and counseling and link women to early intervention and treatment, prenatal care, mental health, partner-violence intervention programs, substance abuse, housing, and public benefits.
- Women talk to other women in settings where the target population congregates with a culturally and linguistically relevant approach.



# Unique Strengths: Model of Service Integration

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- MCAH, OAPP, STD, ADPA, grantees and treatment centers integrate existing services.
- Los Angeles Urban Cluster serves as an advisory group to ensure ongoing collaboration, quality assurance and a continuum of care.
- The service integration model targets HIV positive and negative-at risk women at designated sites.

